

Randi.

DATA A:ATTADR.DOC

April 15, 1988

Name
Secondary
Address
City State Zip

Dear Salutation:

It was INPUT's pleasure to host your March 31, 1988, Information Systems seminar, "User Perspectives." The evaluations received from your group tell us that we scored well on the information delivered.

INPUT's standard seminar format of open discussion also provided key information. Your participation was invaluable to your colleagues and to INPUT. We use your suggestions and questions to better serve you, our client.

A REMINDER!!! The last IS seminar for 1988 will be held at the elegant Hotel Sofitel in the San Francisco Bay Area on June 28, 1988. What better place and season to plan a business trip--information and atmosphere available in one environment.

This will be a full-day seminar to deliver recent results of our research. We will cover research for other INPUT research programs and a recent study on the effects of IBM's Systems Application Architecture program on the software products market. INPUT will feature the Information Systems Program (ISP) Annual Planning Report. Additionally we will present findings from the forthcoming report, Data Base Management - Current Trends and Challenges.

You will be receiving your invitation and reservation form soon. Watch for it and return it early to insure your space. I look forward to seeing you again and if you have any questions prior to receiving your information packet, please call Vicky Mitchell in our Mountain View office.

Sincerely,

Douglas Tayler
Director, Information Systems Program



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Sincerely,

Douglas Tayler
Director, Information Systems Program

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Randi

LETTER HEADERS.DOC

April 15, 1988

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COMPANY
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CITY STATE ZIP

Dear Valuation:

Regretfully you missed INPUT's Information Systems Program seminar on March 31, 1988, titled "User Perspectives." As usual, the INPUT seminar format allowed for open discussion between executives (your peers) that attended. In addition to the open discussion, INPUT covered topics invaluable to the information systems executive. According to the "attendee polled" evaluation, our information scored very well.

GOOD NEWS!!! The second and last Information Systems seminar for 1988 will be held on June 28, 1988, at the elegant Hotel Sofitel in the San Francisco Bay Area. It will be a full-day seminar covering recent results of our research from the Information Systems Program (ISP), as well as research from other INPUT programs. We will present findings from a recent study on the effects of IBM's Systems Application Architecture Program on the software products market. INPUT will feature the Information Systems Program Annual Planning Report. Additionally, findings will be provided from the forthcoming report, Data Base Management - Current Trends and Challenges.

What better place and season to plan a business trip than late June in San Francisco. We look forward to your joining us. You will be receiving your invitation and registration form soon--watch for it and return your registration early to insure your space.

If you have any questions prior to receiving your information packet, please contact Vicky Mitchell in our Mountain View, California office

Sincerely,

Douglas Tayler
Director, Information Systems Program



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Cheryl

Marketing File - ISP "General"
or "memos"

MEMORANDUM

TO: Peter
FROM: Denny
DATE: November 5, 1987
SUBJECT: ISP Reports To MAPS Clients

cc: Mike Cohn, Randi

As you requested I have reviewed your suggestion that we send some ISP Reports to MAPS clients with Randi and Mike Cohn. There thoughts are attached, and I agree that not very much would be accomplished by doing it at this point in time.

FILE



MEMORANDUM

TO: Mike Cohn
FROM: Denny
DATE: November 4, 1987
SUBJECT: MAPS Deliverables

cc: Randi, Peter

I received a VOICECOM from Peter suggesting that we might want to send one or two reports out of the ISP program to MAPS clients. Would like your opinion. A good number of the MAPS clients also subscribe to ISP, and we wouldn't want to send them duplicates. Do you think there would be any benefit.

- ① Don't send to anyone who has said no already
- ② ^{might} Point to what's missing?
Don't send anything now.
\$imp

11/4

Denny

Sending out items the user hasn't asked for may cause more confusion than the benefits that might be derived.

- ① It highlights the lateness
② It causes the user to think we may have botched up his order
③ a stream of items will be flowing soon
which I believe will be earlier than last year's
④ Randi & Nancy do not see complaint due to the number of
CMAS (CMAS plus MAPS) clients. They have been getting CMAS reports.

Rogers, Mike



INFORMATION SYSTEMS PROGRAM
1987 ANNUAL PLANNING REPORT
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INFORMATION SYSTEMS PROGRAM

1987 ANNUAL PLANNING REPORT

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- 8 EDI - "THE WAVE OF THE FUTURE"
- 9 IS MANAGEMENT NEEDS

IV

- 1 NEW APPLICATION TRENDS - CROSS INDUSTRY SUMMARY
- 2 ASSIGNMENT OF APPLICATION DEVELOPMENT STAFF
- 3 SOURCE OF DEVELOPMENT STAFF - GROUP 1
- 4 SOURCE OF DEVELOPMENT STAFF - GROUP 2

V

- 1 BUDGET CHANGE FOR ALL INDUSTRIES
- 2 CURRENT IS EXPENDITURE LEVELS
- 3 FORECASTED BUDGET CHANGES



TOTAL COUNT OF ENTRIES = 142

-----COMPANY-----

ST -----CONTACT-----

PHONE

C		T	
O	LAST	Y	
O	CONTACT	P	FOLLOWUP
E	DATE	E	DATE

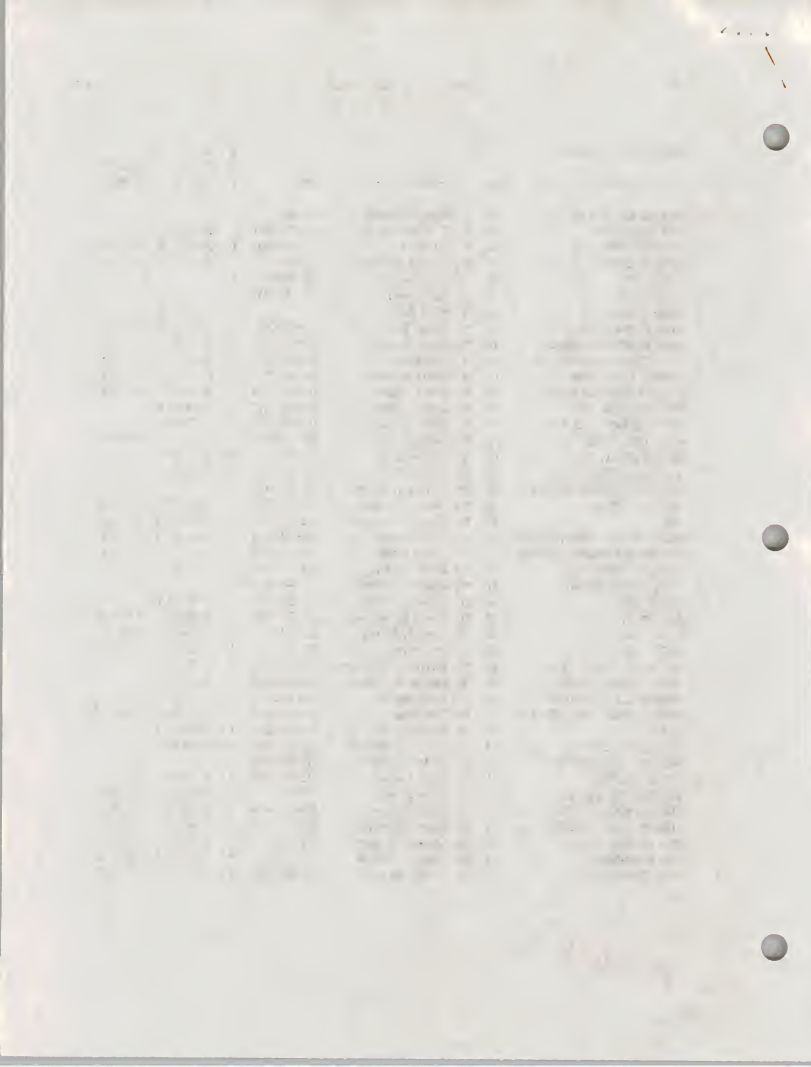
ADVANCED MICRO DEVICES	CA	Mr. Eric Child	408-732-3015	P	08/03/87	T	08/04/87
ALLEN BRADLEY & CO., INC.	WI	Mr. W. O. Fletcher	414-671-4340	P	07/01/87	W	07/06/87
ANDAHLL	CA	Mr. Greg Novak	408-737-5093	F			06/15/87
AMERICAN AIRLINES	TX	Ms. Joyce Wrenn	817-540-5500	P	06/10/87	T	06/20/87
AMERICAN HOESCHT	NJ	Mr. Stan Garczynski	201-231-2020	F	05/07/87	T	06/30/87
AMERICAN PRESIDENT COMPANIES	CA	Mr. Ronald L. Olive	272-8539	F	08/13/87	W	08/17/87
AMERICAN TELESYSTEMS CORP.	GA	Mr. Robert A. Yellowlees	404-266-2500	O	08/03/87	W	08/06/87
AMOCO	IL	Mr. Bruce Fingerie	312-856-5178	F			
ANR PIPELINE COMPANY	MI	Mr. David L. Bridge	313-496-3882	F			
ARA SERVICES	PA	Mr. John Kallelis	215-238-3000	P	06/05/87	V	
ARATEK INTERNATIONAL, INC.	CA	Mr. Robert L. Jackson	490-9024	O	06/29/87	T	07/06/87
ARCO	CA	Mr. James G. Buigrin	213-486-2013	P	05/07/87	T	06/01/87
ARTHUR ANDERSEN & COMPANY	IL	Mr. Melvin E. Bergstein	312-507-6464	P	08/11/87	W	08/15/87
ARTHUR ANDERSEN & COMPANY	IL	Mr. John W. Konvalinka	312-507-3414	C	07/27/87	T	08/05/87
ARTHUR ANDERSEN & COMPANY	IL	Ms. Betty Sheldon	312-580-0069	C	06/15/87	T	06/30/87
ASHLAND AUTOMATION SERVICES	KY	Ms. Sandra C. Young		F			
AVON PRODUCTS INC.	NY	Mr. Ranier F. Paul	212-546-8522	P	06/09/87	T	06/17/87
AVON PRODUCTS INC.	NY	Mr. Stuart Rort	212-546-7501	P	07/14/87	T	07/27/87
BANK OF AMERICA	CA	Mr. Lou Mertes	953-2758	P	06/18/87	V	06/30/87
BECHTEL CORPORATION	CA	Mr. Jim Nicaastro	768-6825	P	07/21/87	V	08/10/87
BELL ATLANTIC ENTERPRISES	NJ	Mr. Peter McGinnis	609-987-6000	F	05/07/87	T	
BELL SOUTH ENTERPRISES	GA	Mr. William Ware	404-420-8374	P	07/21/87	V	08/10/87
BLUE CROSS OF GREATER PHILA.	PA	Mr. Howard Rudisill	215-448-5135	F	05/18/87	T	06/15/87
BLUE CROSS OF WESTERN PA	PA	Mr. Bernie Goldbach	412-392-6702	C	06/08/87	T	06/30/87
BLUE CROSS OF WESTERN PA	PA	Ms. Joanne Sweeney	412-392-6733	C	05/13/87	H	05/13/87
BLUE CROSS & BLUE SHIELD	IL	Mr. Ken Kraemer	312-440-6100	P	07/29/87	T	08/05/87
BOEING COMPUTER SERVICES	WA	Ms. Nancy Apostolou	206-865-5120	C	06/15/87	W	06/18/87
BOICE QUINHAM GROUP	NY	Mr. Timothy E. Paradis	212-752-5550	P	06/02/87	T	06/30/87
BOOZ ALLAN & HAMILTON	NY	Mr. Brian Harris		P			
BOOZ ALLAN & HAMILTON	NY	Mr. Robert Symbala	212-880-9598	P	05/14/87	T	06/01/87
CHEMICAL BANK	NY	Mr. David Smith	212-820-2561	P	07/27/87	V	08/15/87
CHEVRON INFORMATION TECHNOLOGY	CA	Mr. Bruce Rosenblat	842-2227	P	06/16/87	T	06/30/87
CIGNA	PA	Mr. Allan Loren	215-557-5252	P	05/13/87	T	
CIGNA	CT	Ms. Nancy Wendt	203-683-7324	F	05/08/87	W	
CITICORP	NY	Mr. Morton Allen	212-825-8733	P	05/19/87	V	
CITICORP	NY	Mr. Paul F. Glaser	212-559-2948	P	08/11/87	T	08/14/87
CITICORP INVESTMENT BANK	NY	Mr. Nestor F. Hernandez	212-558-5037	F	07/27/87	V	08/05/87
CITICORP TECHNOLOGY OFFICE	CA	Mr. Paul F. Glaser	213-540-4002	P	08/25/87	T	
CLARK-O'NEILL, INC.	NJ	Ms. Claire A. Centrella	201-945-3400	F	06/23/87	W	06/30/87
COMARCO	VA	Mr. Richard G. Backus	202-892-0660	P	07/09/87	T	07/15/87
COMMUNICATIONS SOLUTIONS, INC.	CA	Mr. John A. Erlandson	408-559-1118	O	07/10/87	V	07/14/87
COMPUTER ECONOMICS	CA	Mr. Lee Kroon	619-438-7457	O	08/04/87	T	08/10/87
COMPUTER SCIENCES CORPORATION	CA	Ms. Gail Lepard	213-615-0311	C	06/10/87	T	06/30/87
CONOCO, INC.	OK	Mr. William M. McGee	405-767-3241	P			
CONSUMERS POWER COMPANY	MI	Mr. Michael Caspell	517-788-1591	F			
COOPERS & LYBRAND	NY	Mr. Peter V. Cohen	212-536-3181	F	05/08/87	T	
DEAN WITTER	NY	Mr. Joseph O. Duhaime	212-313-7785	P	07/24/87	V	08/15/87
DEERE & COMPANY	IL	Mr. William Buxton	309-752-4482	P			07/10/87
DEERE & COMPANY	IL	Mr. Richard Townsend	309-757-5843	P		T	08/10/87
DELITTE HASKINS + SELLS	CA	Mr. Michael G. Oeverell	393-4381	P	07/10/87	T	07/13/87

Date	Description	Amount	Total
1912			
Jan 1	Balance	100.00	100.00
Jan 15	Interest	5.00	105.00
Jan 30	Interest	5.00	110.00
Feb 15	Interest	5.00	115.00
Feb 28	Interest	5.00	120.00
Mar 15	Interest	5.00	125.00
Mar 31	Interest	5.00	130.00
Apr 15	Interest	5.00	135.00
Apr 30	Interest	5.00	140.00
May 15	Interest	5.00	145.00
May 31	Interest	5.00	150.00
Jun 15	Interest	5.00	155.00
Jun 30	Interest	5.00	160.00
Jul 15	Interest	5.00	165.00
Jul 31	Interest	5.00	170.00
Aug 15	Interest	5.00	175.00
Aug 31	Interest	5.00	180.00
Sep 15	Interest	5.00	185.00
Sep 30	Interest	5.00	190.00
Oct 15	Interest	5.00	195.00
Oct 31	Interest	5.00	200.00
Nov 15	Interest	5.00	205.00
Nov 30	Interest	5.00	210.00
Dec 15	Interest	5.00	215.00
Dec 31	Interest	5.00	220.00
1913			
Jan 1	Balance	220.00	220.00
Jan 15	Interest	5.00	225.00
Jan 30	Interest	5.00	230.00
Feb 15	Interest	5.00	235.00
Feb 28	Interest	5.00	240.00
Mar 15	Interest	5.00	245.00
Mar 31	Interest	5.00	250.00
Apr 15	Interest	5.00	255.00
Apr 30	Interest	5.00	260.00
May 15	Interest	5.00	265.00
May 31	Interest	5.00	270.00
Jun 15	Interest	5.00	275.00
Jun 30	Interest	5.00	280.00
Jul 15	Interest	5.00	285.00
Jul 31	Interest	5.00	290.00
Aug 15	Interest	5.00	295.00
Aug 31	Interest	5.00	300.00
Sep 15	Interest	5.00	305.00
Sep 30	Interest	5.00	310.00
Oct 15	Interest	5.00	315.00
Oct 31	Interest	5.00	320.00
Nov 15	Interest	5.00	325.00
Nov 30	Interest	5.00	330.00
Dec 15	Interest	5.00	335.00
Dec 31	Interest	5.00	340.00

TOTAL COUNT OF ENTRIES = 142				C	T	
-----COMPANY-----	ST	-----CONTACT-----	PHONE	D	LAST	
				E	DATE	
					FOLLOWUP DATE	
DELOITTE HASKINS + SELLS	NY	Mr. Ronald Lawson	212-669-5798	P	08/04/87 T	08/05/87
DELOITTE HASKINS + SELLS	NY	Mr. Donald R. Snyder	212-669-5574	P	08/14/87 T	08/27/87
DIGITAL EQUIPMENT CORPORATION	MA	Ms. Renata Baptiste	617-264-3539	C	06/22/87 W	06/30/87
DIVERSIFIED ENERGIES INC.	MN	Mr. Albert D. Etchelecu	612-372-5002	P		
EASTMAN KODAK	NY	Mr. George Logemann	716-724-2164	P	05/11/87 T	05/25/87
EASTMAN KODAK	NY	Mr. George Mayo	716-724-3601	P		05/25/87
EASTMAN KODAK	NY	Mr. Henry Pfendt	716-724-4011	P	07/10/87 W	07/15/87
EASTMAN KODAK COMPANY	NY	Mr. Elmer Geke	716-724-2886	P	07/15/87 T	08/03/87
EMPIRE BLUE CROSS/BLUE SHIELD	NY	Mr. Dominic DiFalco	212-490-5400	F	05/12/87 W	05/15/87
EMPIRE BLUE CROSS/BLUE SHIELD	NY	Mr. John Wandzilak	212-490-5477	F	07/15/87 W	07/20/87
ENRON CORPORATION	TX	Mr. J. Ronald Knorpp	713-853-6692	P	06/22/87 P	06/30/87
EQUITABLE LIFE	NY	Mr. Lou Hughes	212-554-3294	P	08/03/87 T	
EXXON COMPANY USA	TX	Mr. Marshall W. Sprigg	713-656-4123	P	06/05/87 V	
FEDERAL DATA CORPORATION	MD	Mr. Mark Richardson	301-986-0800	F	05/08/87 T	
FEDERAL HOME LOAN BANK	TX	Mr. Gary Buckner	214-659-8604	C	06/22/87 T	06/30/87
FEDERAL MOBUL CORPORATION	MI	Mr. Thomas English	313-354-7700	F	06/05/87 V	
FIRESTONE TIRE & RUBBER CO.	OH	Mr. Larry Burden	216-379-7000	P		
FIRST CHICAGO	IL	Mr. Peter Miller	312-407-4068	P	07/22/87 W	07/27/87
FIRST NATIONWIDE FINANCIAL	CA	Mr. Robert T. Barnum	772-1400	P		
FNC CORPORATION	IL	Mr. Dan W. Irwin	312-861-5820	P	06/05/87 V	
FORD MOTOR COMPANY	MI	Mr. Douglas A. Kilby	313-322-9396	F		
F.W. WOOLWORTH COMPANY	NY	Mr. Charles T. Young	212-553-2503	F	08/03/87 T	08/13/87
GTE DATA SERVICES	FL	Mr. David Salyer	813-224-3436	P		
GTE DATA SERVICES	FL	Mr. Larry Winship	813-224-3803	F		
GTE DATA SERVICES	FL	Mr. William R. Wofford	813-224-3303	P	06/24/87 T	07/10/87
GTE TELENET	VA	Ms. Elaine Roy	703-689-5194	F		
HAMMERMILL PAPER COMPANY	PA	Mr. Henry S. Youd	814-456-8811	F	05/08/87 W	
HELENE CURTIS, INC.	IL	Mr. Thomas J. Gildea	312-661-0222	P	07/30/87 V	08/07/87
IBM CORPORATION	NY	NONE		C		
IBM/CSO	MD	Mr. Sterling Phillips	301-240-7727	P	06/08/87 W	06/15/87
IMS AMERICA, LTD	NJ	Mr. Brian Gail	201-890-1002	P	05/14/87 T	05/18/87
LEVI STRAUSS	CA	Mr. Bill Eaton	544-7590	C	06/22/87 W	06/30/87
LITTON COMPUTER SERVICES	CA	Mr. Jim Chalker	818-715-5213	C	06/09/87 W	06/15/87
LORIMAR TELEPICTURES	CA	Mr. Steve Heckler	213-202-2291	P		
MARINE MIDLAND BANK	NY	Mr. Thomas J. McCoy	716-843-4018	P	08/25/87 T	09/05/87
MARRIOTT CORPORATION	MD	Mr. Arthur G. Hilley	301-897-1312	F	05/08/87 T	
MARRIOTT CORPORATION	MD	Mr. Ed Kraus	301-897-1167	F	07/14/87 W	07/16/87
MARRIOTT CORPORATION	MD	Mr. Jim Yeakum		P		
MARTIN MARIETTA DATA SYSTEMS	MD	Mr. Jon S. Korin	301-897-6516	P	06/22/87 T	07/10/87
MARTIN MARIETTA DATA SYSTEMS	MD	Ms. Shirley Prutch	301-982-6680	P	05/22/87 V	
MARTIN MARIETTA DATA SYSTEMS	MD	Mr. Ned Cooper	301-897-6324	P	06/08/87 W	07/10/87
MASSACHUSETTS MUTUAL LIFE	MA	Mr. John J. Pajak	413-788-8411	P	06/22/87 L	
MASSACHUSETTS MUTUAL LIFE	MA	Ms. Patricia M. Wallington	413-788-8411	P	07/14/87 W	07/16/87
MELLON BANK	PA	Mr. Robert Kraven	412-234-6461	P	07/08/87 L	07/20/87
MERRILL LYNCH	NY	Mr. Mario Nigro	212-637-5207	P	08/03/87 W	08/06/87
MERRILL LYNCH	NY	Mr. Duwayne Peterson	212-637-5658	P	07/14/87 W	07/20/87
MICHIGAN CONSOLIDATED GAS	MI	Ms. Kay L. Ames	313-256-5469	F		
MIT SLOAN SCHOOL	MA	Dr. John F. Rockart	617-253-6608	O	07/29/87 V	
MOBIL OIL	NY	Mr. Bill Halpern	212-883-5264	P	05/13/87 T	06/01/87
M. D. SINKOFF ASSOCIATES	NY	Mr. Morton D. Sinkoff	914-686-0694	O	07/27/87 V	08/10/87

TOTAL COUNT OF ENTRIES =	142			C	T
-----COMPANY-----	ST	-----CONTACT-----	PHONE	D	Y
				E	P
				DATE	FOLLOWUP DATE
NATIONAL ADVANCED SYSTEMS	CA	Mr. Atam Lalchandani	962-6004	P	
NCNB CORPORATION	NC	Mr. O. Darwin Smith	704-374-8841	P	06/05/87 V
NORTHROP CORPORATION	CA	Mr. Art Brock	213-970-6603	C	06/09/87 W 06/15/87
NORTHROP CORPORATION	CA	Mr. Bernard Slotnick	213-970-2618	C	06/09/87 T 06/30/87
OHIO EDISON	OH	Ms. Lori Campbell	216-384-5335	F	
OWENS-CORNING	OH	Mr. Paul Daverio	419-248-8647	P	
OWENS-CORNING	OH	Mr. Frank Glover		P	06/05/87 V
PAINE WEBBER INCORPORATED	NJ	Mr. Arthur Schein	201-902-3451	P	07/16/87 W 07/21/87
PAINE WEBBER INCORPORATED	NY	Mr. Martin A. Stein	212-437-2001	P	05/19/87 V 06/15/87
PAUL BERGER CONSULTING, INC.	NJ	Mr. Paul Berger	609-882-1133	D	05/20/87 V 05/27/87
PENNWALT CORPORATION	PA	Mr. Robert M. Rubin	215-587-7878	P	07/21/87 T 08/15/87
PHILLIPS PETROLEUM COMPANY	OK	Mr. John L. Swanson	918-661-5426	P	06/10/87 T 07/10/87
PPG INDUSTRIES, INC.	PA	Mr. John D. Canter	412-434-3273	F	05/08/98 W
ROCHESTER GAS & ELECTRIC	NY	Mr. Robert E. Laws	716-724-8783	F	05/08/87 T
RYDER TRUCK RENTAL	FL	Mr. Dennis M. Klinger	305-593-3100	P	08/11/87 W 08/14/87
SAFEMAY STORES, INC.	CA	Mr. Rod Davis	891-3000	P	06/05/87 V
SCHERING LABORATORIES	NJ	Mr. Michael Studney	201-820-6313	C	05/18/87 V 06/30/87
SCHERING PLOUGH CORPORATION	NJ	Mr. William J. Hurley	201-558-4086	C	
SHELL OIL COMPANY	TX	Mr. Dennis C. Hodges	713-795-2512	P	07/21/87 V 08/10/87
SIAC	NY	Ms. Gloria Kristorian	212-623-7755	P	07/14/87 W 07/15/87
SOCIAL SECURITY ADMINISTRATION	MD	Mr. Keith Solheim	301-594-9582	F	05/22/87 V 06/15/87
SOUTHERN NEW ENGLAND TELEPHONE	CT	Mr. Joseph Cline	203-771-3134	C	06/19/87 T 06/30/87
SOUTHLAND CORPORATION	TX	Mr. Elliott McNeill	214-520-1230	P	06/05/87 V
STROH BREWERY COMPANY	MI	Mr. Joseph J. Franzem	313-446-2540	F	
SUN COMPANY, INC.	PA	Mr. Dudley P. Cooke	215-293-6277	F	05/21/87 V
SUN COMPANY, INC.	PA	Mr. Edward B. Parrish	215-293-8288	F	08/03/87 T 08/15/87
SYNTEX (USA), INC.	CA	Ms. Helen E. Peters	852-1612	P	06/26/87 V 07/15/87
SYNTEX (USA) INC.	CA	Mr. Art Keller	855-5270	P	06/26/87 V 07/15/87
TECHNOLOGY USERS COUNCIL	NY	Mr. William J. McCaffery	914-358-0330	P	07/06/87 T 07/10/87
THIRD NATIONAL CORPORATION	TN	Mr. Charles W. Lybrook	615-748-4000	P	06/05/87 V
TRANSAMERICA CORPORATION	CA	Mr. Peter Dawson	983-4242	P	
TRAVEL HEALTHCARE INFO. SYS.	IL	Mr. Rick Adam	312-948-3003	P	07/21/87 T 08/05/87
TRIMTEX	NY	Mr. Dave Sullivan	914-993-8878	F	05/20/87 V
UCLA MEDICAL CENTER	CA	Ms. Sharon D. Garrett	213-204-8286	P	06/05/87 V
UNION OIL COMPANY OF CA	CA	Mr. Gordon L. Dolfie	213-977-7358	P	
UNITED AIRLINES	IL	Mr. Jerry Krause	312-952-5430	P	07/21/87 T 08/15/87
UNIVERSITY OF CALIFORNIA	CA	Mr. Richard West	642-2646	C	06/19/87 V 06/30/87
VIRGINIA POWER & ELECTRIC	VA	Mr. Dennis Kreter	804-771-4550	C	06/15/87 W 06/18/87
VIRGINIA POWER & ELECTRIC	VA	Mr. Edward Petrella	804-771-4552	C	07/07/87 L 07/08/87
VISA INTERNATIONAL	CA	Ms. Laura A. Gregory	570-2178	P	07/20/87 T 07/27/87
WANG LABORATORIES	MA	Mr. Robert L. Konrad	617-967-2490	P	08/14/87 T 08/18/87
XEROX CORPORATION	NY	Mr. Robert Benjamin	716-423-1161	P	05/14/87 T 07/10/87

See printout



ISP 1988

10/27/87

TO: Denny
Randi

FROM: Doug

Subject: Workstation Strategies Report Structure

Attached are my current thoughts, and questions on the structure for the first segmented ISP report -"Workstation Strategies".

Would you please review and lets meet in the next few days to finalize. I will have an outline based on this structure by 10/30/87 and expect to start writing next week.

THANKS!



PROJECT URVA
WORKSTATIONS STRATEGY
REPORT STRUCTURE AND OUTLINE

REPORT STRUCTURE

Workstation Strategies is to be the first ISP report published in a series or segmented style. The objectives of this approach are:

Provide results to the client faster and on a more frequent basis during the program year. (The ISP client should receive something from the program at least every two months.

Make the content more readable (less of an endurance process) and more digestible (less material at one time).

Create a basis for future updates/segments that are faster to research and publish - (this approach should be used where ISP/INPUT plans to continue to monitor a topic for more than one program year). Report design needs to consider how future segments are tied to the original series.

Support the marketing of the report by providing an overview that can be shared with the prospect without impacting the sale of the entire series after the first segment is published. And that supports the sale of the series after the original/first segment is published.

Provide a thank you for the interviewees that entices purchase of the full report. But does not create additional workload to develop and publish. (The series report format does not include an executive summary, but an overview that should meet the thank you requirement.)

ISSUES

How will this approach be priced?

Must a customer buy all of a series or just a segment?

Can an incentive be offered to the customer who purchases the entire series prior to the publication of all of the segments.?

What happens if a new (unplanned) segment is added after a customer buys the series. Add on pricing will be needed.



How much time should exist between the report segment publication dates?

Proposal is two month intervals - this will help the flow of information to the client and offers the opportunity for the client to "input" to the subsequent segments. NOTE: The first segment could include a short pull out questionnaire that allows the reader to respond to the reports value and more importantly allow him to provide input to the focus of the subsequent segments.

How should the report segments be bound and packaged?

Each segment is intended to be 20 to 30 pages in the new INPUT style. NOTE: The first report segment may combine segments 1 and 2 and be about 40 pages.

Will theIs the leather binding used or something flashier and less expensive?

Should the packaging of the first segment include a means to attach future segments? (For example, a ring binder concept.)

Is this a 1987 or a 1988 report?

The first segment (or two segments) will be sent to 1987 clients even if it is not published until January, 1988.



PROPOSED SERIES REPORT STRUCTURE

Segment 1

The first report segment will set the stage for the series, serve as an overview and therefore provide the "thank you", a marketing tool, and a piece for the press/PR process. It will be more than an Executive Summary, and if written correctly it will drive demand for the follow segments.

The "Overview" would include:

Introduction - what is the subject and why is INPUT reporting on it.

Series description - What will be covered in each future segment (those already defined).

Research approach - research population description and research techniques.

Issues - an introduction/synopsis of the strategic issues involved with the overall workstation topic.

Summary data on some of the findings - for example, list three or four findings concerning the integration of PCs. Include a few of the tables from the next segments; draw some conclusions but do not analyze; and highlight some of the views from the vendors.

Segment 2

This segment would focus on the quantitative findings of the research and identify sub-trends such as the relative populations of PCs and dumb terminals; the level and method of PC integration into networks; etc. (The length of this report segment could be such that that some of the data should go in the next segments.)

NOTE: SEGMENTS 1 & 2 WOULD PROBABLY BE DELIVERED TO CLIENTS AT THE SAME TIME. If this is true they might as well be bound together and published as one segment. This lowers costs.

This segment would include a customer questionnaire to permit reader involvement.

Segment 3 (or 2 if the first two are packaged together)

This segment would address the softer topics/questions in the survey and focus on what lies ahead for the IS planners and implementers. For example, had the interviewees thought about integrated PC/Mainframe applications and what will they need to consider when they do; or what are the benefits



of having a workstation strategy and what are the components of such a strategy.

Strategic issues such as the relative impact of a significant distributed/departmental systems will be discussed.

This segment may have Exhibit problems (mostly word exhibits) although it can draw on the previous reports to some degree.

Segment 4

The final segment (based on the current research) will focus on what the vendors are doing in this area. What are the product trends, possibly some case studies/examples, and what are the implications?

One section might draw a comparison between the PS/2 with OS/2 and a Sun type workstation installation as they are projected to be by 1988/1989.

Another section might compare an IBM based strategy with that of DEC/Sun/Apollo type technology.

This segment would also introduce future segments if they become planned.



INFORMATION SYSTEMS PROGRAM

1988 PLAN

PROJECT CODE: UISPC.1

PROGRAM: UISP

PROJECT TITLE: ISP Seminars

OBJECTIVE:

Enhance the communication, research based information, and direct interface with ISP sponsors by conducting small ISP focused seminars. The seminars will be designed to feature current ISP and other program research, include guest speakers and draw the client into the dialog with fellow clients.

SCOPE:

Includes:

See attached "Seminar Structure" proposal for two one day seminars.

Excludes:

INTERVIEW PROFILE:

Not applicable.

OTHER RESEARCH:

Identification, scheduling and support of guest speakers.

PROJECT MANAHEMENT:

Manager -	Doug Tayler	
Seminar #1		
Initiation Date -	12/15/87	
Production Date -	1/30/88	
Ship Date -	3/01/88	(Target date for seminar)
Seminar #2		
Initiation Date -	4/01/88	
Production Date -	5/15/87	
Ship Date -	6/15/88	(Target Date for seminar)



1988 INFORMATION SYSTEMS PROGRAM

ONE DAY SEMINARS

STRUCTURE AND ISSUES

FRAMEWORK

Two one day seminars will be offered to ISP sponsors in 1988. Each will be one day in length, focus on the latest research and introduce new elements to the ISP program structure including:

Guest speakers

Increased contact between clients

Opportunity to expose "prospects" to the program and its sponsors

A new approach to communicating research results

An additional revenue opportunity

FORMAT

The seminars will be held at regional airport hotels starting at 8:30 AM and ending at 4:30 or 5:00PM

Continental breakfast and informal lunch will be included. (Any other entertaining such as the evening before or after will be "one on one".

The attendance is projected to be under 30 thus a round table/dialog setup will be tried versus a classroom).

Presentations will be interactive and designed to foster participation. Three to four INPUT presentations will be made with at least one coming from the other programs.

The agenda will be similar to the following:

8:00 to 8:30	Continental breakfast
8:30 to 9:00	Introductions and Seminar objectives
9:00 to 10:30	First Presentation (INPUT)
10:30 to 10:45	Break
10:45 to 12:00	Second Presentation (INPUT)
12:00 to 1:00	Buffet lunch (in same or adjoining room)
1:00 to 2:30	Guest speaker
2:30 to 2:45	Break
2:45 to 3:30	Third Presentation (INPUT)
3:30 to 4:30	Moderated Round Table

Moderated Round Table - The guest speaker two or three previously selected attendees and an INPUT staff member as moderator would conduct a dialog on two or three key issues of interest. The issues could be related to the days presentations or serve as the basis of future research studies.



Attendees would receive some "novelty", copies of presentation materials and ??? at the seminar.

INPUT staff attendance would probably include:

- ISP Director
- A Senior INPUT Staff Member (The head of research)
- One marketing/sales staff (if prospects are in attendance)
- One marketing/sales staff to oversee logistics (?????)

Attendance - one member per sponsor at no charge, others at a charge.

ISSUES

What is the attendance rules and charge?

- Sponsors
- Prospects
- Others

What attendance is needed to make the seminar "acceptable"?

- Visually to the sponsors or prospects
- Financially

Where should they be held?

When should they be held?

- MARCH
- JUNE

Can we get the sponsors to participate? (Do sponsors make presentations at the ANNUAL Conference?)

Will INPUT pay the guest speaker a fee?

COSTS

Estimated costs are

Hotel - room meals and 4 INPUT staff over night \$2200

Travel - INPUT staff - Midwest or east \$4000

Travel will have to be tied to other activities to spread the cost.

- Guest speaker up to \$1000

Entertainment ???

Preparation - ESMD 5 days
Presentation Materials ?

